

Contract / Revision



## Flight Dates 08/11/12-08/22/12

15%

**Product** DSCC IE

Agency Com

Billing Contact

Suite 800

1010 Wisconsin Ave NW

Washington, DC 20007

Sales Office DC-M

Sales Region NAT

Agency Ref

Original Date / Revision

567510

08/17/12 08/17/12

Advertiser Democratic Senatorial Camp

Agency Great American Media

**Buying Contact** 

1010 Wisconsin Ave NW Suite 800

Washington, DC 20007

Order Sep 00:15:00

Estimate # 1597

Alt Order# 09788330

Billing Type Cash

**GENERAL** Order Type

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

SP-POL PLI Rev Codes POL

Product Codes PL2B

Priority

Advertiser Ref

## Primary Account Executive

Dan Driscoll

Account Executive Order% Start Date End Date Dan Driscoll 100%

> Order Share 28% Market Value 132857

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	29%	38528
KCWE	%	0
KMBC	25%	33214
KMCI	%	0
KPXE	%	0
KSHB	18%	23914
KSMO	%	0

**Order Totals** Billing Plan # of Spots Month Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount August 2012 74 \$31,620.00 \$37,200.00 0.00 07/30/12 08/22/12 \$31,620.00 \$37,200.00 74 Totals \$31,620.00 \$37,200.00 0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len :	Spots	Rate Pri	Rtg Type	Tota Spots	ls Amount
1	4	08/13/1	2 08/17/12	M-F 7-9a	CM-All	7-8a	-TWTF	:30	5	\$450.002	0.00 NM		\$2,250.00
				7-8a		(7:00 AM-8:	00 AM)					•	V,00.00
	FOX 4	4 NEWS					•						
	<u>s</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
V	/eek: 0	8/13/12	08/19/12	-TWTF	5	\$450.00	0.00						
E 2	4	08/20/1	2 08/22/12	M-F 7-9a	CM-All	7-8a	MTW	:30	1	\$450.002	0.00 NM	1	\$450.00
				7-8a		(7:00 AM-8:	00 AM)					,	4,00.00
	FOX 4	NEWS				•	•						
	<u>s</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
W	leek: 0	8/20/12	08/26/12	MTW	1	\$450.00	0.00						
3	4	08/13/1	2 08/17/12	M-F 7-9a	CM-All	8-9a	-TWTF	:30	5	\$450.002	0.00 NM	5	\$2,250,00
				8-9a		(8:00 AM-9:	00 AM)						4,
	FOX 4	NEWS					•						
	<u>s</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
W	'eek: 0	8/13/12	08/19/12	~TWTF	5	\$450.00	0.00	•					





567510

Flight Dates 08/11/12-08/22/12

**Hiatus Dates** 

<u>Original Date / Revision</u> 08/17/12/ 08/17/12

Order Sep 00:15:00

Advertiser Democratic Senatorial Cam Product DSCC IE

Estimate # 1597

End Date 08/26/12 08/18/12  End Date 08/19/12 08/19/12  End Date 08/19/12  End Date 08/19/12  A End Date 08/19/12	M-F 7-9a 8-9a  Weekdays MTW Sa 7-9a 7-8a  WeekdaysS- Su 7-9a 7-8a  WeekdaysS M-F 9-10a M-F 9-10a  Weekdays M-F 9-10a	Spots/Week 3 CM-All Spots/Week 1 CM-All Spots/Week 1 CM-All Spots/Week	Rate \$450.00 7-8a (7:00 AM-8:0 Rate \$375.00 7-8a (7:00 AM-8:0 Rate \$375.00	Rating 0.00 S- 00 AM) Rating 0.00	:30	1	\$375.00 1 \$375.00 1	0.00 NM 0.00 NM	1	\$1,350.0 \$375.0 \$375.0
08/26/12 08/18/12 End Date 08/19/12 08/19/12 End Date 08/19/12 08/17/12 0A End Date 08/19/12 08/22/12	Weekdays MTW Sa 7-9a 7-8a  WeekdaysS- Su 7-9a 7-8a  WeekdaysS M-F 9-10a M-F 9-10a WeekdaysTWTF	3 CM-All Spots/Week 1 CM-All Spots/Week 1 CM-All	Rate \$450.00 7-8a (7:00 AM-8:0 Rate \$375.00 7-8a (7:00 AM-8:0 Rate \$375.00	Rating 0.00 S- 00 AM) Rating 0.00 S 00 AM) Rating 0.00	:30					
08/26/12 08/18/12 End Date 08/19/12 08/19/12 End Date 08/19/12 08/17/12 0A End Date 08/19/12 08/22/12	MTW Sa 7-9a 7-8a  WeekdaysS- Su 7-9a 7-8a  WeekdaysS M-F 9-10a M-F 9-10a  WeekdaysT	3 CM-All Spots/Week 1 CM-All Spots/Week 1 CM-All	\$450.00 7-8a (7:00 AM-8:0 Rate \$375.00 7-8a (7:00 AM-8:0 Rate \$375.00	0.00S- 00 AM)  Rating 0.00S 00 AM)  Rating 0.00S 00 AM)	:30					
End Date 08/19/12 08/19/12 08/19/12 End Date 08/17/12 0A End Date 08/19/12 08/22/12	7-8a  WeekdaysS- Su 7-9a 7-8a  WeekdaysS M-F 9-10a M-F 9-10a  WeekdaysWTF	Spots/Week 1 CM-All Spots/Week 1 CM-All	(7:00 AM-8:0 <u>Rate</u> \$375.00 7-8a (7:00 AM-8:0 <u>Rate</u> \$375.00	Rating 0.00 S 00 AM) Rating 0.00	:30					
08/19/12 08/19/12 End Date 08/19/12 08/17/12 08/22/12 08/22/12	WeekdaysS- Su 7-9a 7-8a  WeekdaysS M-F 9-10a M-F 9-10a  WeekdaysTWTF	1 CM-All Spots/Week 1 CM-All	Rate \$375.00 7-8a (7:00 AM-8:0 <u>Rate</u> \$375.00	Rating 0.00 S 00 AM) Rating 0.00		1	\$375.00 1	0.00 NM	1	\$375.
08/19/12 08/19/12 End Date 08/19/12 08/17/12 08/22/12 08/22/12	S- Su 7-9a 7-8a  WeekdaysS M-F 9-10a M-F 9-10a  Weekdays -TWTF	1 CM-All Spots/Week 1 CM-All	\$375.00 7-8a (7:00 AM-8:0 <u>Rate</u> \$375.00	0.00 S 00 AM) Rating 0.00		1	\$375.00 1	0.00 NM	1	\$375.
08/19/12 End Date 08/19/12 08/17/12 0A End Date 08/19/12 08/22/12	Su 7-9a 7-8a  WeekdaysS M-F 9-10a M-F 9-10a Weekdays -TWTF	CM-All Spots/Week 1 CM-All	7-8a (7:00 AM-8:0 <u>Rate</u> \$375.00	S 00 AM) Rating 0.00		1	\$375.001	0.00 NM	1	\$375.
End Date 08/19/12 08/17/12 08/22/12 08/22/12	7-8a  WeekdaysS  M-F 9-10a M-F 9-10a  Weekdays -TWTF	Spots/Week 1 CM-All	(7:00 AM-8:0 <u>Rate</u> \$375.00	00 AM) <u>Rating</u> 0.00		'	<b>40,000</b>	0.00 1414	'	<b>437</b> 0.
08/19/12 08/17/12 08/22/12 08/19/12 08/22/12	S M-F 9-10a M-F 9-10a <u>Weekdays</u> -TWTF	1 CM-All	\$375.00	0.00	-00					
08/19/12 08/17/12 0A End Date 08/19/12 08/22/12	S M-F 9-10a M-F 9-10a <u>Weekdays</u> -TWTF	1 CM-All	\$375.00	0.00	-00					
08/17/12 9A <u>End Date</u> 08/19/12 08/22/12	M-F 9-10a <u>Weekdays</u> -TWTF	CM-All			.00					
End Date 08/19/12 08/22/12	<u>Weekdays</u> -TWTF	Spots/Week			:30	3	\$150.002	0.00 NM	3	\$450.
End Date 08/19/12 08/22/12	-TWTF	Spots/Week								
08/19/12 08/22/12	-TWTF	Opolaryvoor	Rate	Rating						
	M-F 9-10a	3		0.00						
ìΑ		CM-All	9-10a	MTW	:30	3	\$150.002	0.00 NM	3	\$450.
7/1	M-F 9-10a							1		
End Date	Weekdays	Spots/Week	Rate	Rating						
)8/26/12	MTW	3		0.00						
08/17/12	M-F 10-11a	CM-All	10-11a	-TWTF	:30	1	\$150.002	0.00 NM	1	\$150.
PER	M-F 10-11a									
End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
8/19/12	-TWTF	1	\$150.00	0.00						
08/22/12		CM-All	10-11a	MTW	:30	2	\$150.002	0.00 NM	2	\$300.
PER	IVI-F TO-TTA									
End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
08/26/12		2	\$150.00	0.00					_	
08/17/12		CM-AII	12-1p	~TWTF	:30	2	\$225.00 2	0.00 NM	2	\$450.
NOON	12 .p									
nd Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	······································				-30		¢225 00 2	0.00 NIM	_	6450
00/22/12	M-F 12-1p	CIVI-AII	12-1μ	141 M	.30	Z	\$225.00 2	U.UU NIVI	2	\$450.
NOON	•									
			Rate							
			·····		·30	5	\$450.00.2	0.00 NM	5	\$2,250.
	5-530p	<b>9.11.7</b> 111	-		.00	•	ψ-100,002	0.00 11111	J	ΨΣ,200.
Tara Pari	1A/	0-1-50	<b>5</b>	D-C						
				MTW	:30	3	\$450.00 2	0.00 NM	3	\$1,350.0
	5-530p				-	-			-	+ -,0=0
	PER Ind Date 8/26/12 08/17/12 0ON nd Date 8/19/12 0ON nd Date 8/26/12 08/17/12 nd Date 8/19/12 nd Date 8/19/12	M-F 10-11a PER Ind Date Weekdays 8/26/12 MTW 08/17/12 M-F 12p-1p M-F 12-1p OON Ind Date Weekdays 8/19/12 -TWTF 08/22/12 M-F 12p-1p M-F 12-1p OON Ind Date Weekdays 8/26/12 MTW 08/17/12 M-F 5-6p 5-530p Ind Date Weekdays 8/19/12 -TWTF 08/22/12 M-F 5-6p 08/22/12 M-F 5-6p	M-F 10-11a PER  Ind Date	M-F 10-11a PER  Ind Date	M-F 10-11a PER  Ind Date	M-F 10-11a PER  Ind Date	M-F 10-11a PER  Ind Date	M-F 10-11a PER  Ind Date	PER   M-F 10-11a   PER   M-F 10-11a   PER   M-F 10-11a   PER   M-F 10-11a   PER   M-F 12-1p   M-F 12-1p   CM-All   12-1p   -TWTF   :30   2 \$225.00 2   0.00   NM   M-F 12-1p   OON   M-F 12-1p   2 \$225.00   0.00   O.00   O.00	M-F 10-11a   PER

Print Date: 08/17/12



567510 Flight Dates 08/11/12-08/22/12 **Hiatus Dates** 

<u>Original Date / Revision</u> 08/17/12/ 08/17/12 Order Sep 00:15:00

Advertiser Democratic Senatorial Cam Product DSCC IE

Estimate # 1597

Ln Ch	Start	End	Inventory Code	Break	Start/End 1	ime Days	Len Sp	oots	Rate Pri	Rtg Type	Tota Spots	Amount
14 4	08/20/1	2 08/22/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:	MTW	:30	3	\$450.002	0.00 NM	3	\$1,350.0
FOX 4 N	EWS		3-330p		(J.00 mini-J.	30 F WI)						
	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 08/2	***************************************	08/26/12	MTW	3		0.00						
15 4	08/13/1	2 08/17/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:0	-TWTF~-	:30	5	\$450.002	0.00 NM	5	\$2,250.0
FOX 4 N	EWS		550-ор		(0.00 F W=0.0	)O 1 (VI)						
· ·	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 08/1	************************	08/19/12	-TWTF	5	\$450.00	0.00			<b></b>			
16 4	08/20/12	2 08/22/12	M-F 5-6p 530-6p	CIVI-AII	530-6p (5:30 PM-6:0	MTW (MA OI	:30	3	\$450.002	0.00 NM	3	\$1,350.0
FOX 4 N	EWS		осо ор		(0.00 / 14/ 0.0	70 1 101)						
	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 08/2		08/26/12	MTW	3	\$450.00	0.00						
17 4	08/13/12	2 08/17/12	M-F 6-630p M-F 6-630p	CIVI-AII	6-630p	-TWTF	:30	5	\$600.002	0.00 NM	5	\$3,000.0
FOX 4 N	EWS AT	6P	.,, с осор									
	Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08/1		08/19/12	-TWTF	5	\$600.00	0.00						
18 4	08/20/12	2 08/22/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	MTW	:30	1	\$600.002	0.00 NM	1	\$600.00
FOX 4 N	EWS AT	6P	т с соор									
	Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				l		
Week: 08/2		08/26/12	MTW	1	\$600.00	0.00						
19 4	08/18/12	2 08/18/12	Sa 5-6p Sa 5-6p	CM-All	5-6p	S-	:30	1	\$225.00 2	0.00 NM	4	\$225.00
FOX 4 N	EWS		оа о-ор									
tro-amoration	Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 08/1:		08/19/12	S-	1	\$225.00	0.00						
20 4	08/19/12	2 08/19/12	Su 5-6p Su 5-6p	CM-All	5-6p	\$	:30	1	\$375.002	0.00 NM	1	\$375.00
FOX 4 N	EWS		3u 3-0p									
<u>Start</u>	Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08/1:		08/19/12	S	1	\$375.00	0.00						
21 4 (	08/19/12	2 08/19/12	-	CM-AII	5-6p	S	:30	2	\$375.00 2	0.00 NM	2	\$750.00
FOX 4 NE	EWS		Su 5-6p							ı		
<u>Start</u>	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 08/1:		08/19/12	S	2	\$375.00	0.00	·					
22 4 (	08/13/12	2 08/17/12	M-F 630-7p	CM-All	630-7p	-TWTF	:30	3	\$450.002	0.00 NM	3	\$1,350.00
ACCESS	HOLLY'	WOOD	M-F 630-7p							1		
		End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 08/13	<del></del>	08/19/12	-TWTF	3	\$450.00	0.00						
23 4 (	08/20/12	08/22/12	M-F 630-7p	CM-All	630-7p	MTW	:30	3	\$450.002	0.00 NM	3	\$1,350.00
ACCESS	HOLLY	woop	M-F 630-7p									
	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/20		08/26/12	MTW	3	\$450.00	0.00						
24 4 (	08/20/12	2 08/20/12	Monday Prime A	CM-All	7p-8p	M	:30	1 5	\$1,500.002	0.00 NM	1	\$1,500.00
			FOX Prime Mond									



567510

Flight Dates 08/11/12-08/22/12

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<u>Original Date / Revision</u> 08/17/12/ 08/17/12

Order Sep 00:15:00

Advertiser Democratic Senatorial Cam Product DSCC IE

Estimate # 1597

												Tota	als
Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
24	4	08/20/1	2 08/20/12		CM-All	7p-8p	M	:30	1	\$1,500.002	0.00 NM	1	\$1,500.00
	ЛДСТІ	ER CHEF		FOX Prime Mond	lay 7-8p								
'		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We		3/20/12	08/26/12	M	1	\$1,500.00	0.00						
25	4	08/21/1	2 08/21/12	Tuesday Prime B	CM-All		-T	:30	1	\$1,500,002	0.00 NM	1	\$1,500.00
				FOX Prime Tueso	day 8-9p					, ,			Ψ1,000.00
P		ERCHEF											
\A (-		art <u>Date</u> 3/20/12	End Date 08/26/12	<u>Weekdays</u> ⊸T	Spots/Week	Rate	Rating						
26	4		2 08/22/12		] - D-4604 AU	\$1,500.00	0.00						
20	4	06/15/1	2 00/22/12	Wednesday Prime FOX Prime Wed.		/p-9p	W	:30	2	\$1,500.002	0.00 NM	4	\$6,000.00
5	SO YO	U THINK	YOU CAN E		Notatoi								
	Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
		/13/12	08/19/12	W	2	\$1,500.00	0.00						
		/20/12	08/26/12	W	2	\$1,500.00	0.00						
27	4	08/13/1	2 08/17/12	- 1-		9-930p	-TWTF	:30	3	\$750.00 2	0.00 NM	3	\$2,250.00
r	:OY 4	NEWS		9-930p		(9:00 PM-9:	30 PM)						
ı		art Date	End Date	Weekdays	Spots/Week	Data	Datina						
We		/13/12	08/19/12	-TWTF	Spois/Week	<u>Rate</u> \$750.00	Rating 0.00						
29	4		2 08/18/12	Sa 9-10p	CM-All		S-	:30	2	\$450.002	0.00 NM	2	\$900.00
				Sa 9-10p	2.00.7.11	о тор	,	.00	4	₩ <b>-</b> 50.00 2	U.UU INNI	2	φ900.00
F	OX 4	NEWS		·									
		art Date	End Date		Spots/Week	<u>Rate</u>	Rating						
	····	/13/12	08/19/12	S-	2	\$450.00	0.00						
30	4	08/18/1	2 08/18/12		CM-All	10-1030p	S-	:30	2	\$450.00 2	0.00 NM	2	\$900.00
F	OX 4	NEWS 10	ı <del>p</del>	Sa 10-1030p									
•		art Date	" End Date	Weekdavs	Spots/Week	Rate	Rating						
We		/13/12	08/19/12	S-	2	\$450.00	0.00						
CONTRACTOR DE		······································		V-10							Totala	74 00	27 200 00